PIXELMECHANICS – DETAIL
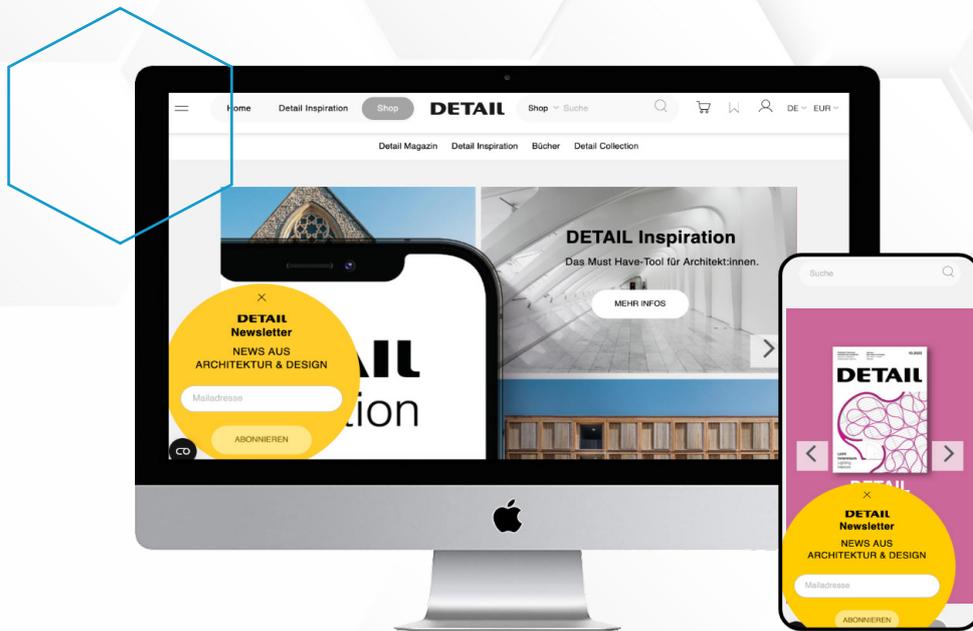
A BIG WIN WITH ADOBE COMMERCE

OUR PROJECT WITH DETAIL

is a perfect example of the power and customizability of Adobe Commerce!

COMPANY & PROJECT DETAILS

DETAIL is a leading publisher known for creating high quality content on the subjects of architecture & structural engineering. It is a part of the European Professional Publishing Group, a holding company for specialist information with a focus on the strategic business areas of construction and architecture, recycling hospitality & fashion.

The task at hand involved setting up a large content commerce project that is tailored to meet the requirements of the publisher for the sale of digital and print media. A huge amount of data as well as media needed to be imported into the project while also facilitating the creation of fresh content. Importantly, despite the integration of content and commerce, the look & feel of the project had to belie that of an iconic architectural magazine.

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SOME OF THE CHALLENGES INVOLVED IN THE PROJECT:

- ✓ First up, a Content Commerce Project needed to be set-up, that required extensive customization based on the bespoke requirements of the company.

- ✓ The project necessitated import of a large number of digital articles from a highly proprietary database.

- ✓ There was high volume of media data that included both high-resolution images and videos. It was imperative that the image galleries would be imported automatically so that there was minimum amount of rework involved.

- ✓ The project demanded a great amount of focus on the design and the overall look and feel of the website as the system clearly did not need to have any semblance to a typical online shop.

- ✓ The project required extensive styling of Adobe Page Builder.

- ✓ There was the need for a high degree of customization of web page views on account of the fact that the website supported multilingualism as well as bespoke regional pricing.

OUR APPROACH

In order to up the client's digital commerce game while taking personalization to the next level, we set up Adobe Commerce as a Content Commerce System. The decision was based on a number of factors including the fact that the project would benefit from a content management system that is built on a scalable, agile and secure cloud-native foundation. Being on cloud would lend it the ability to have good uptime during high traffic peaks. Additionally, it needed to cater to localized content as well as offer eCommerce facility for each region with differential pricing. This has significantly simplified usability, handling and processing.

EXECUTION

- Over 70,000 articles were imported into the system. Additionally, with over 10 editors working on creating new content, the indexing and caching requirements were adjusted to meet these pre-requisites.

- Over 400 GB of media data (high-resolution images and videos) were stored in AWS and 100% integrated with Adobe Commerce.

- With both free & premium content made available by the publisher, the availability of premium content was facilitated via company accounts & subscriptions. Adobe Commerce in this case worked as a paywall.

- It was made possible to purchase subscriptions & issue editions online, which were then transferred to a drop-ship partner.

- While a comprehensive Google Ad Service was integrated, it was disabled when users are accessing premium content with a valid subscription.

- High focus was placed on the design so that the system didn't look like a traditional online shop but a storehouse of information.

- Each article was however treated as a "product" and was micro-payment enabled.

- Web pages were highly customized to cater to regional pricing and multilingualism.

- Mailchimp was extended with additional functionality for a global newsletter audience.

- Various payment-methods were implemented.

- Extensive DRM (digital rights management) functionality was implemented to protect the copyright of the media-data suppliers.

- Sitemaps were generated in a Search Engine optimized manner with regard to the number of items per sitemap.

- The content-platform is search engine optimized while the SEO-negative legacy content from the old platforms has been reduced.

THE RESULTS

Content editors found that their workload of adding content was reduced by as much as 60%.

A job well done!

The project was a big win for DETAIL as it led to creating a content rich brand experiencethat drives awareness while also improving purchase consideration & ROI. The integrationof content & commerce worked well as embedded in the content experiences are products that are tailored to the reader's needs & based on their browsing history.

Importantly, the project was also a big win in terms of the sheer customization and organizational powers of Adobe Commerce.

Let's talk about what Adobe Experience Cloud can do for your business!

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ABOUT US

With an international team of over 35 specialists, we are working on opening new potentials for your customers from a wide range of industries every day since 2008. Over 800 projects, our courage to break new ground, our pioneering spirit and our belief in the limitless possibilities of the digital world are what set us apart.

IN THE BUSINESS SINCE 2008

International Company, 35 experts

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Adobe Commerce

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